

REQUEST FOR RESULTS

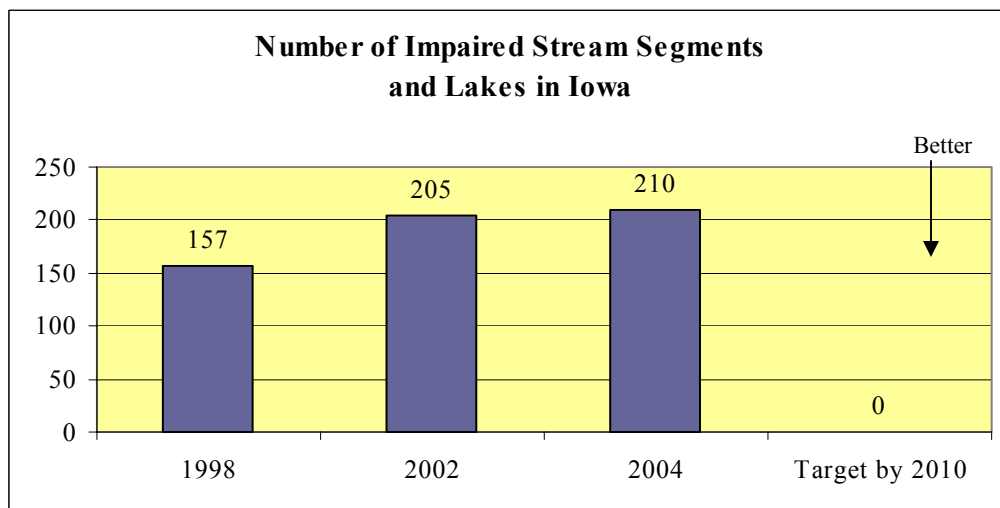
Agriculture and Natural Resources

Result: *IMPROVE THE QUALITY OF IOWA'S NATURAL RESOURCES*

Native Americans called Iowa “the beautiful land.” Our management and protection of Iowa’s natural resources – water, land and air – is intrinsically linked to our awareness, appreciation and interaction with these natural resources. Iowa’s natural resources provide for our recreational and cultural needs and are the working infrastructure for our economy, making Iowa a desirable place to grow businesses and to live. The great majority of Iowa’s natural resources are privately owned. For Iowa to remain “the beautiful land,” engaging the cooperation of Iowa’s private landowners is essential.

Indicators:

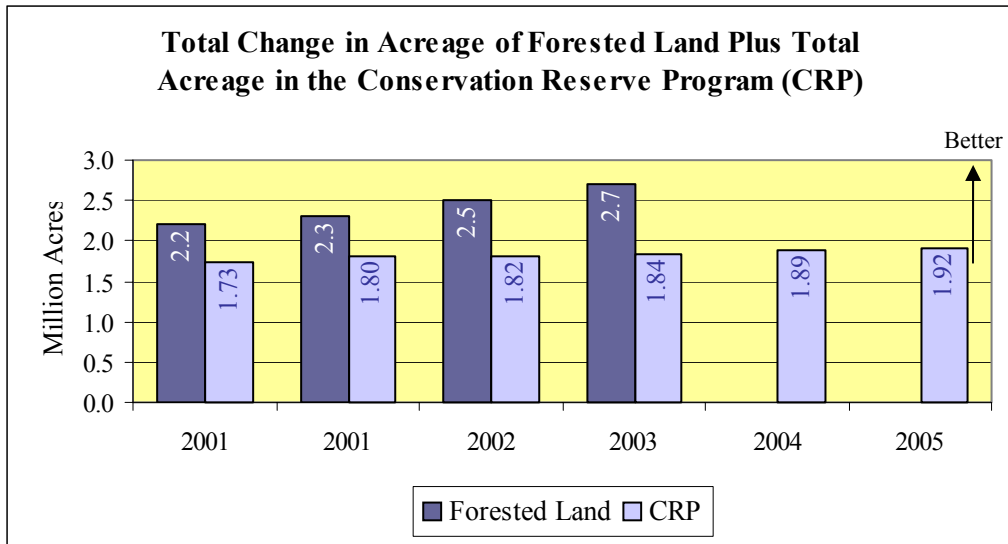
Data Sources: Iowa Department of Natural Resources; U.S. Environmental Protection Agency,



List of Impaired Waters

- **Number of impaired stream segments and lakes in Iowa as measured bi-annually through the EPA’s 303(d) “impaired waters” list.**

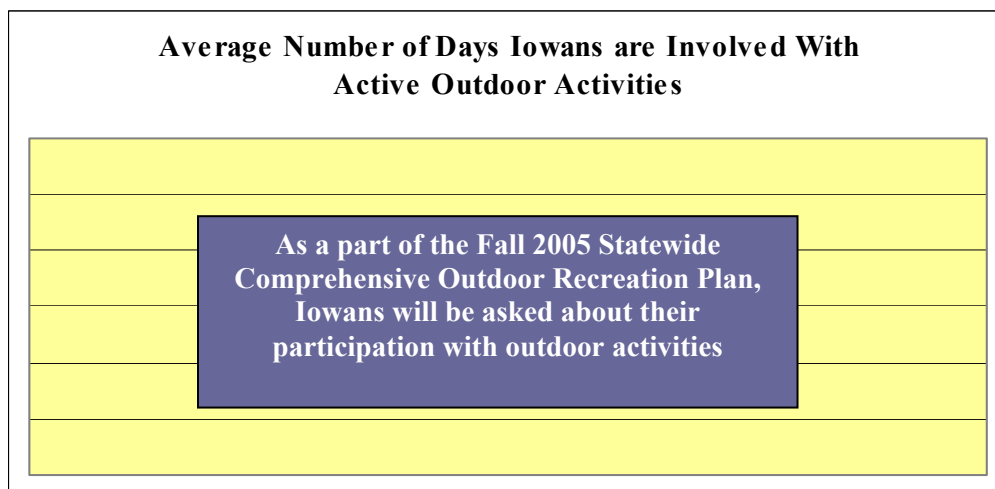
* This indicator was selected because it identifies those waters that do not meet one or more required water quality standards. Recent improvements in water quality monitoring will help ensure sound assessments to determine listings for the future. The Department of Natural Resources (DNR) proposes water bodies to be placed on the list every two years with the United States Environmental Protection Agency (EPA) providing final approval of the listed water bodies. Draft numbers for the 303(d) list for 2004 are reported and being reviewed by EPA.



Data Source: U.S. Forest Service Inventory; U.S. Natural Resources and Conservation Service Data

- **Total change in acreage of forested land plus total acreage in the Conservation Reserve Program (CRP) as measured annually by the US Forest Service and the US Natural Resources Conservation Service.**

* This indicator reflects land that is enrolled in the CRP plus forested lands. The CRP is a federal program that pays landowners to remove their land from agricultural production and is part of the Federal Farm Bill. Iowa's row crop agriculture provides a strong economic foundation, but also provides challenges to maintaining water quality and diverse ecosystems. Total acreage figures are tracked annually and provide the best indicator the Team could identify as a surrogate for land cover diversity.



- **Average number of days Iowans are involved with active outdoor activities.**
- * Engaging Iowans with their natural resources will help them directly relate their participation in outdoor activities to the need to protect and enhance these resources. This measure will also assist with evaluating the effectiveness of selected recreational strategies.

Strategy Map:

The strategy map reflects two major goals and seven strategies that support *Improving the Quality of Iowa's Natural Resources*. Two major goals must be achieved to reach the desired result – manage and protect Iowa's natural resources; and develop and improve Iowa's recreational opportunities.

Protecting natural resources and developing recreational opportunities work together to enhance Iowans' quality of life. How well we manage our natural resources directly impacts our health, safety and economic well-being.

The left side of the map illustrates the areas needed for achieving environmental protection, including improving water quality, conserving ecosystems, promoting sustainable resources and maintaining air quality. The right side of the map emphasizes the increased demand for outdoor activities and the need to enhance Iowa's natural recreational resources and assets.

Strategies:

Improve Water Quality – Achieving improvement in Iowa's water quality is needed to move Iowa forward in environmental protection and natural resource enhancement. A 1999 survey by ISU Extension found that 87% of Iowans are concerned about the quality of their drinking water. The Leadership Agenda calls for eliminating all impaired waterways by 2010. In 1998, 157 water bodies were listed as impaired. That number had increased to 205 by the year 2002. Currently, 18% of Iowa water bodies assessed are impaired. As state standards for nutrients are adopted the number of impaired waters will rise. Strategies that result in demonstrable improvements in water quality are preferred. Particular consideration will be given to offers that utilize the watershed approach, demonstrate local and regional involvement and address non-point source issues. Strategies that include habitat and recreational enhancements are also important.

Conserve Wildlife, Fish and Ecosystems – The management of Iowa's wildlife and fish are vital to maintaining Iowans' recreational opportunities. According to the 2001 National Survey of Fishing, Hunting and Wildlife Related Activities, the economic impact of these activities to Iowa is \$691 million annually (fishing = \$336 million, hunting = \$167 million and wildlife watching = \$188 million). Other ecosystems require sound conservation practices to enhance the management of wildlife and fish. Offers that protect or restore forests, prairies, or preserves are desired. Offers should also address opportunities to increase vegetation diversity along with protecting endangered species.

Promote the Use and Development of Sustainable Resources – The development of sustainable resources results in environmental and economic gains. The Leadership Agenda calls for making Iowa a net exporter of energy, thereby increasing the number of high skilled jobs in Iowa. Iowa ranks tenth in wind resources (10th windiest state) and is third in wind energy capacity. Looking at the potential returns of a 1,000 MW capacity wind energy project shows approximately 75 high skilled jobs would be created, and between 125 to 250 construction and skilled trade jobs would be required to construct the project. For every 1 MW of small scale wind generating capacity owned by local community members, \$167,200 stays in the community and state annually, but for every 1 MW of large-scale wind generating capacity owned by out-of-state companies, only \$17,300 stays in the community and state annually. The positive link between energy sufficiency and economic development are also echoed in a recent report by the Apollo

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Alliance that found energy efficiency creates 21.5 jobs for every \$1 million invested (compared to 11.5 jobs in natural gas generation). The same report reflects positively

on job creation resulting from renewable energy, with studies showing four times as many jobs per megawatt of installed capacity as natural gas and 40% more jobs per dollar invested than coal. Renewables especially support creation of substantial numbers of new jobs in manufacturing and construction. Strategies that promote energy efficiency, use and development of renewable resources and innovative technologies are preferred. Opportunities to leverage economic incentives are desired.

Improve Air Quality – Iowa is one of eleven states nationwide currently in attainment with national air quality requirements. Remaining in attainment with these requirements helps protect the health of Iowans. Attainment means Iowa can offer a more flexible air permitting program to business, reducing the cost of doing business and helping Iowa maintain economic competitiveness – all without decreasing the engineering and technical review conducted by DNR to ensure regulated entities meet required standards. Because air quality as a whole is good in Iowa, efforts should be targeted to addressing specific community and regional concerns.

Improve Public Parks, Lakes and Waterways – Iowans will use their parks, lakes and waterways if they feel safe in these environments, and if the related infrastructure and amenities are improved. Iowa parks are visited fifteen million times a year. 78,000 acres of parks and preserves and 87,000 acres of water – publicly owned lakes and U.S Army Corps of Engineers reservoirs – are among Iowa's most important areas for recreation and economic stimulus. Iowans' prime concern about their parks is water quality. A recent study of lakes in Iowa by ISU's Center for Agriculture and Rural Development (CARD) found that the quality of the water was the most important factor in choosing lakes to visit. Interest in outdoor recreation is growing and shows no sign of slowing. A 1999 national survey by Roper reported that 67% of all Americans participate in some sort of recreational activity at least once a month. The CARD study found that 62% of Iowans use an Iowa lake and those who have used one visit them an average of eight times each year. Other parks should be developed as resort destinations to attract more in and out of state visitors.

Develop non-park public and private recreational areas – Public lands including recreational areas, wildlife management areas, wildlife refuges, waterfowl production areas and public boat access areas provide access to recreation. All public lands (except for parks) account for seven hundred thousand acres. Similarly, access to private lands through easements, good will, friendships or leases is another important aspect of recreation. Because most of Iowa's land, 32 million acres, is privately held, looking at opportunities to provide access to recreation for these areas is important. Developing diverse habitats such as ponds, wetlands, prairie, forests and pasture can provide economic dividends to landowners, as well as opportunities for hunting, fishing and nature enjoyment. This improves water quality and habitats. Strategies to improve the licensing process and the availability of hunting and fishing licenses are needed.

Create more opportunities for outdoor activities – The Leadership Agenda includes promoting health and providing quality of life for seniors and adults with disabilities. Americans are seeking greater diversity in their outdoor activities. Biking, canoeing, bird watching, snowshoeing and rock-climbing are among the trends being followed by recreational advocates. All segments of society benefit from increased access to recreational opportunities. A survey conducted in 2001 of 500 parents with children between the ages of four and 14 found that 80%

of respondents believed that participating in outdoor activities strengthened family relationships. Investments in land and improved infrastructure to enhance outdoor recreational activities are needed.

Purchasing Strategies - The Environment Buying Team seeks offers that:

1. Prioritize watersheds approach to improving water quality.
Offers must lead to a demonstrable water quality improvement and enhance the watershed approach. Offers must also emphasize local and regional involvement and address non-point source;
2. Integrate environmental, recreational and economic benefits.
Acceptable offers will 1) result in measurable increases in water quality, and 2) integrate environmental, recreational and economic benefits;
3. Provide measurement and reporting on indicators.
Offers will be favored that include research, monitoring and assessment to build on scientific data and maintain integrity;
4. Incorporate methods of encouraging compliance in addition to enforcement.
Offers must improve performance and compliance through, prevention, education, technical assistance, recognition, voluntary actions, and incentives;
5. Engage private citizens and the cooperation of private landowners.
Because much of the state's recreational land is in private ownership it is essential to creatively involve private landowners to reach the intended results;
6. Conserve wildlife, fish, and ecosystems.
Offer must be able to show how they conserve and protect forest and prairies, and promote vegetation diversity through education;
7. Promote the use and development of sustainable resources.
Offers will be favored that promote public and private investment, address economic incentives and support innovative technologies;
8. Improve public parks and waterways.
Offers must address safety, improving infrastructure, water quality, and create "resort parks;" and
9. Develop non-park public and private lands for recreation.
Offers should encourage diverse recreation use and cooperation/collaboration with private landowners, improve habitat, increase access to lands and increase infrastructure.

All Offers Should:

1. Be innovative and bold in implementing Vilsack-Pederson priorities and values. Ensure that the many innovative and bold initiatives we have begun are fully and well established.

This is not the old business as usual. Offers should continue ideas and improved services that produce results in the most effective and innovative ways. Offers are not limited to the services the State of Iowa currently provides the way we currently provide them. If an offer includes a service the State currently provides, the offer should improve upon those services. Adapt best practices to Iowa.

2. Use the principles of smarter sizing, smarter spending, smarter management and smarter leadership.

The State of Iowa must work smarter to produce better results with the available resources. Some principles that will do that include:

- *Consolidating services in a smart way;*
- *Buying services competitively;*
- *Using flexibility to produce accountability;*
- *Giving Iowans choices;*
- *Giving money to Iowans, rather than institutions;*
- *Making administrative systems allies, not enemies;*
- *Improving work processes and productivity;*
- *Improving the availability, quality, use, and sharing of data;*
- *Purchasing prevention, not remediation;*
- *Separating steering and rowing;*
- *Producing voluntary compliance;*
- *Targeting subsidies;*
- *Purchasing less mistrust; and*
- *Blending or braiding revenue streams.*

3. Divest lower value strategies so that there is more money to invest in higher value strategies.

The State of Iowa cannot simply continue to provide all of the services it currently provides, because many of those services do not directly relate to the results Iowans want most. To provide those results, the State must target its resources toward services and programs that will directly impact those result areas. Investments must also target populations, regions or aspects of a delivery system that most need attention.

4. Encourage collaboration and partnerships.

The State of Iowa cannot do everything alone. Iowans want state departments to work with each other, as well as other levels of government, non-profits, and the private sector. The State's investments must build upon and work with community based organizations and initiatives. Partnerships require incentives. The State cannot construct a budget based on the hope that partners will fund a portion of the service, if those deals have not been discussed with the partners.

5. Show measurable results.
6. Build on organizational core competencies.
When offers are made to fund existing state services, they should build upon that service's strengths. Offers should improve upon the areas that Iowans expect and want from state government, not abandon the core service.
7. Promote cultural competence.
Diversity is important to the future of Iowa. Offers should welcome and serve diverse populations.